

WHAT IS CLAIMED IS:

1. An image supporting member that fixable supports a color toner image containing at least a thermoplastic resin and a colorant, the image supporting member comprising:
  - a base material;
  - a light scattering layer formed on the base material and containing a white pigment and a thermoplastic resin; and
  - a color toner receiving layer formed on the light scattering layer and containing at least a thermoplastic resin, wherein the thermoplastic resin of the light scattering layer is made of a polyolefin or a polyolefin copolymer, a temperature  $T$  at which the viscosity becomes  $5 \times 10^3$  Pa·s being  $120^\circ\text{C}$  or higher, and
- the thermoplastic resin of the color toner receiving layer is a polyolefin copolymer, a temperature  $t$  at which the viscosity becomes  $10^3$  Pa·s being from  $90$  to  $120^\circ\text{C}$ .
2. The image supporting member according to claim 1, wherein the base material is a raw paper whose basis weight is from  $100$  to  $250$  gsm.
3. The image supporting member according to claim 1, wherein the light scattering layer contains from  $20$  to  $40\%$  by weight of a white pigment.

4. The image supporting member according to claim 1,  
wherein the thickness of the light scattering layer is  
from 20 to 50  $\mu\text{m}$ .

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5. The image supporting member according to claim 1,  
wherein the color toner receiving layer contains at least  
80% by weight of the thermoplastic resin.

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6. The image supporting member according to claim 1,  
wherein the thickness of the color toner receiving layer  
is from 5 to 20  $\mu\text{m}$ .

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7. The image supporting member according to claim 1,  
wherein the polyolefin copolymer is an ethylene-acrylic  
acid or ethylene-acrylic ester copolymer, and a  
copolymerization ratio of acrylic acid or an acrylic acid ester  
is from 4 to 10 mol%.

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8. The image supporting member according to claim 1,  
wherein the color toner receiving layer contains from  
3 to 15% by weight of inorganic fine particles.

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9. The image supporting member according to claim 8,  
wherein the inorganic fine particles are titanium dioxide

or silica having a size of from 8 to 200 nm.

10. The image supporting member according to claim 1,  
wherein a reinforcing layer made of a polyolefin or a  
5 polyolefin copolymer is formed on the back surface of the base  
material.

11. The image supporting member according to claim 1,  
wherein an antistatic layer is formed on at least one  
10 of the top surface and the back surface.

12. The image supporting member according to claim 1,  
wherein a gelatin layer is formed between the light  
scattering layer and the color toner receiving layer.  
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13. The image supporting member according to claim 1,  
wherein in the thermoplastic resin of the color toner  
image, a polyester or styrene-acrylic resin, a temperature  $t'$   
at which the viscosity becomes  $10^4$  Pa·s being  $t \pm 10^\circ\text{C}$ , is used  
20 as a main component.

14. An image forming apparatus comprising:  
an image supporting member that fixable supports a color  
toner image containing at least a thermoplastic resin and a  
25 colorant;

an image forming unit that forms the color toner image on the image supporting member; and

a fixing device that fixes the color toner image formed by the image forming unit on the image supporting member,

5 wherein the image supporting member includes:

a base material;

a light scattering layer formed on the base material and containing a white pigment and a thermoplastic resin; and

10 a color toner receiving layer formed on the light scattering layer and containing at least a thermoplastic resin,

the thermoplastic resin of the light scattering layer is made of a polyolefin or a polyolefin copolymer, a temperature  $T$  at which the viscosity becomes  $5 \times 10^3$  Pa·s being 120°C or higher, and

15 the thermoplastic resin of the color toner receiving layer is a polyolefin copolymer, a temperature  $t$  at which the viscosity becomes  $10^3$  Pa·s being from 90 to 120°C.

15. The image forming apparatus according to claim 14,

20 wherein the fixing device comprises a fixing member that nips and adheres the image of the image supporting member, a heat-pressing unit that heat-presses the color toner image on the image supporting member and a cooling and separating unit that cools the heat-pressed color toner image and separates  
25 the image from the fixing member.